

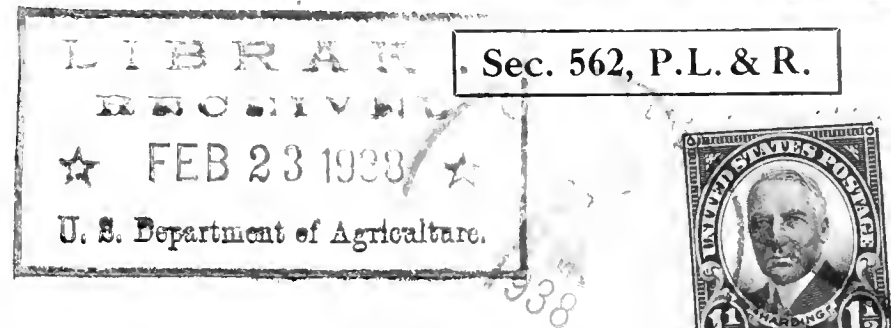
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**NEW RIVER RHODODENDRON NURSERY**  
GILBERT, West Virginia, or PRINCETON, West Virginia



Div. Hort. Crops & Dis.  
Bureau of Plant Industry  
U.S. Dept of Agr.  
Washington, DC.





# Now— YOU CAN BEAUTIFY YOUR HOME GROUNDS WITH Rhododendrons and Mountain Laurel

**Y**OU can beautify the grounds about your home and greatly increase the value of your property by planting Rhododendrons now, at the lowest price that you will probably ever pay for these magnificent evergreen shrubs.

Rhododendron plantings usually have been associated with large and rich estates; you have probably read of their enormous popularity on the estates in England and with the royal family. Many large American estates have adopted them as their favorite, and since they have been made obtainable at moderate prices, many American homes have also chosen them. There have been many failures because of attempts to grow seedlings or light plants; it takes many, many years to develop worth-while specimen clumps of the sizes listed in this folder.

You can have a Rhododendron garden yourself. Just send us a sketch or describe your grounds and we will gladly make suggestions for landscaping and planting.

Combined with Mountain Laurel and Azaleas, Rhododendrons are unexcelled for year-round beauty, and if reasonable care is taken in planting them and a few simple directions observed in their culture, everybody may enjoy the magnificence of their bloom and their handsome, broad-leaved foliage throughout the winter.

Rhododendrons, Kalmias, and Azaleas are ideally adapted to naturalistic rock-gardens, formal sunken gardens, outdoor living-rooms, quiet nooks, foundation plantings, and woodland borders. To obtain a solid evergreen effect, both for Rhododendrons and Kalmias, allow them to have a spread at least equaling their height.

**A**LL plants listed in this folder may be depended on to give immediate blooming effect. We have eliminated seedlings and small plants requiring years of growth before blooming. Even those offered in Group 9 should bloom substantially the first year, and for that reason only heavily rooted clumps are being offered. Heretofore, when ordering plants of this type, in addition to the first cost of the plants you had to pay for the transportation, which usually equaled, or in some cases exceeded the first cost. Now, if your order amounts to as much as \$5.00, we pay the transportation cost, and you know just what the plants are going to cost you. Therefore, our prices are not higher but in many cases are much lower than those quoted by other dealers, as the plants are all guaranteed to live at least one year and be satisfactory. We do not believe that you will ever have a better opportunity to landscape your grounds.

We suggest that you select a few of the first-grade plants for the most prominent positions and then one or more of the groups. If you desire further information, do not hesitate to write us.

We guarantee satisfaction and will replace any plant that fails to grow, free within one year, at Nursery.

All orders of \$5.00 or over are shipped by Freight, fully prepaid if you live east of the Mississippi River; if you live west, we will prepay to that point and you pay the remainder upon receipt.

Small orders amounting to less than \$5.00 will be shipped by Express unless otherwise directed. Give us the name of your nearest Freight or Express station.

**SHIPPING SEASON:** Spring—March, April, and May; Fall—September, October, and November.

**LANDSCAPE SUGGESTIONS** and any information gladly given on request. When writing or sending sketches of grounds, be sure to show directions, and all information possible as to exposure slopes, etc.

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Either address will reach us, but please address us at  
Gilbert during the fall and spring shipping seasons





# RHODODENDRONS

## RHODODENDRON MAXIMUM

This is the great Rose Bay of the eastern states, flourishing with great vigor in the mountains, valleys and slopes, and reaching a height of 15 to 25 feet under ideal conditions. The long leathery foliage is glossy green the year round, and in June, July, and August the plants are adorned with huge heads of white flowers faintly marked with pink. An idea of its beauty may be glimpsed in the picture at left. First-grade, 20- to 100-pound clumps.

1	to 1½-ft. clumps	\$1 50
1½	to 2 -ft. clumps	2 00
2	to 3 -ft. clumps	2 75
3	to 4 -ft. clumps	3 90
4	to 5 -ft. clumps	4 95
5	to 6 -ft. clumps	6 50

All orders amounting to \$5.00 or over are shipped fully prepaid to points east of the Mississippi River.

## RHODODENDRON CATAWBIENSE

Generally, this is a dwarfier plant with shorter foliage, giving a more compact and dense evergreen effect. For blooming effect, this is the best of all Rhododendrons. The flowers vary through shades of purple, pink, and old-rose in May and June, ahead of new leaf-growth, making it very showy. Note illustration below. First-grade, 20- to 100-pound clumps.

1	to 1½-ft. clumps	\$2 25
1½	to 2 -ft. clumps	2 70
2	to 3 -ft. clumps	3 75
3	to 4 -ft. clumps	4 95
4	to 5 -ft. clumps	6 75

Satisfaction is guaranteed and all plants are replaceable free at Nursery within one year.

The following are graded plants that do not meet the standard of first-grade plants, due to slightly imperfect top-growth. They are by no means inferior, and for naturalistic, general landscape, background, hedge, or mass planting, they will show up just as well as the first-grade plants. We strongly recommend that, in connection with some of the first-grade plants for the most prominent positions, you take advantage of these groups at greatly reduced prices. Average sizes, 3 to 4-ft. clumps, similar to those illustrated.

Group 1.	8 Rhododendron maximum clumps	\$16 00
Group 2.	8 Rhododendron catawbiense clumps	18 00
Group 3.	8 Mountain Laurel clumps	12 00
Group 4.	8 Azalea calendulacea clumps	12 00
Group 5.	8 Azalea nudiflora clumps	12 00
Group 6.	40 clumps, combines Groups 1, 2, 3, 4, and 5	65 00
Group 7.	One-half of Group 6, or 20 clumps, 4 each	33 00
Group 8.	One-half of Group 7, or 10 clumps, 2 each	17 00
Group 9.	Your choice of 20 small, well-rooted clumps, 1 to 3 ft., not balled and burlapped, but boxed with plenty of leaf-mold and native soil	19 00
Group 10.	One-half of Group 9, 10 clumps	10 50

All groups shipped fully prepaid to points east of the Mississippi River. Satisfaction guaranteed, and any plant that fails to grow will be replaced free at Nursery within one year.



NEW  
GILE



# MOUNTAIN LAUREL

*Kalmia latifolia.* A highly ornamental shrub with glossy, evergreen, laurel-like foliage, beautiful the year round. Masses of pink and white flowers in June and July. In their native grounds you may see Mountain Laurel without Rhododendrons, but never Rhododendrons without Mountain Laurel. It is particularly valuable to plant in connection with Rhododendrons, as it tends strongly to acidify the soil, making it suitable for them to grow. First-grade, 20- to 100-pound clumps.

1	to 1½-ft. clumps	..	..	..	\$1 25
1½	to 2 -ft. clumps	..	..	..	1 65
2	to 3 -ft. clumps	..	..	..	2 25
3	to 4 -ft. clumps	..	..	..	3 00
4	to 5 -ft. clumps	..	..	..	4 20

It will pay you to build your order to \$5.00 or more and save heavy transportation charges.



KALMIA LATIFOLIA (Mountain Laurel)

# AZALEAS

*Azalea calendulacea.* This handsome deciduous shrub has lovely downy foliage and bears clusters of trumpet-shaped flowers varying in color from golden yellow and flame to deep salmon in May and June.

*Azalea nudiflora* (The Pinxter Flower). A dwarf Azalea with deciduous foliage, bearing clusters of rosy pink flowers tinged with red in April and May. This and *Calendulacea* are among the very few Azaleas that are hardy in all sections of this country. They belong to the Rhododendron family and no planting of Rhododendrons is complete without them.

Prices for the two Azaleas described above: First-grade, 15- to 75-pound clumps.

1	to 1½-ft. clumps	..	\$1 00	3 to 4-ft. clumps	..	\$3 00
1½	to 2 -ft. clumps	..	1 50	4 to 5-ft. clumps	..	3 75
2	to 3 -ft. clumps	..	2 25			

Your satisfaction is assured. All plants are guaranteed to grow one year. If your order amounts to \$5.00 or over, it will be shipped fully prepaid if you live east of the Mississippi River.



KALMIA LATIFOLIA (Mountain Laurel)



AZALEA CALENDULACEA

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AZALEA NUDIFLORA

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# RHODODENDRON CULTURE

By ROY C. ROBINETTE

All plants of the Rhododendron family are surface feeding and must be planted shallow; also, the top of the crown must be well drained. If the location where they are to be planted is fairly well sloping, the ball of the plant should be placed just even with the surface; if the location is level and does not drain well, the ball of the plant should extend 1 to 2 inches above the surface. In no case should earth be piled on top of the ball.

When digging a hole for the plant, make it large enough so that about 5 inches space remains on all sides, and fill in with soil other than rich or fertilized garden loam. It would be better to fill in with freshly excavated clay unless woods or forest soil (not leaf-mold) is available, or top-soil that is generally considered too poor to grow most anything will do well. If this soil seems heavy and likely to pack too hard, mix with it sand, gravel, small rocks (not limestone), or any of the materials recommended for a mulch.

In the case of limestone ground, excavate a foot deeper, make the hole larger, fill in with a neutral or acid soil, and keep well mulched with some sort of forest organic matter, which, in turn, will maintain an acid soil.

The amount of shade and protection needed depends on the plant varieties and the part of the country where they are to be planted. *Rhododendron maximum* has the largest leaves and is thereby subject to a greater amount of transpiration through the leaves. It therefore requires more shade and protection from dry winds and should be planted on north or west exposures or in fairly well-shaded locations.

*R. catawbiense* will stand much more exposure to sunshine and winds but should have some protection. Kalmias and Azaleas do well in either shade or sunny locations.

All Rhododendrons like an acid soil, and as they are planted shallow, some protection must be given in order to keep them from drying out too easily. This is accomplished by maintaining a good mulch an inch or two deep which keeps the ground moist and in turn sours and acidifies it, as well as affording protection in extremely cold weather. For a mulch use any of the following: Sawdust, peat, or peat moss; any forest organic matter such as leaves, twigs, rotted wood, roots, or leaf-mold. Do not use garden fertilizers; they invariably destroy what you want to preserve. Use no mixture of soil or earth in the mulch; keep earth away from the top of the ball.

In watering the plants, which ordinarily will not be necessary, you should apply the water indirectly, that is, around the edge and not through the ball, unless rainwater, or water that is known to be free of limestone, is available. This is very important in some sections where limestone water predominates, and there it will be well to dig a small trench around the ball for applying water indirectly; however, rainwater is good applied in any manner in any quantity; the plant may even be set under a drip, just so the water drains off well.

Freezing weather will not harm Rhododendrons. They have been known to grow and thrive in localities subject to 20° and more below zero, without the slightest damage in any way. However, they will be damaged some in localities subject to months of continuous freezing weather, unless the foliage is protected from sunshine and dry winds which eventually would dry out the plant.

You can grow Rhododendrons in any location where a coniferous tree will thrive. In some sections, such as low and dry locations of the South and West, the transpiration or outward breathing of the plant must be considered. Select a cool, shady location protected from dry winds. When heavy-foliaged plants are being transplanted from their native grounds to these locations, they should be partially defoliated, allowing Nature to restore the foliage according to the ability of the roots to furnish moisture.

Planting Rhododendrons in the right place is important, but there is no garden or home-ground without suitable spots for their growth. As it is impossible to make a rule to apply to all sections of the country, it is suggested that you write, giving us a sketch of the ground to be planted, showing slopes, terraces, houses, fences, trees, shrubs, etc., and directions. We can then take into consideration the part of the country where they are to be planted and make recommendations and landscape suggestions; this we shall be glad to do without cost or obligation.

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